

# Menswear in Asia Pacific

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## Abstracts

With low penetration across categories and favourable demographics, Asia Pacific offers attractive growth for menswear players. Ranked fifth in terms of per capita consumption with USD39 spent on menswear in 2017, the region saw the fastest growth in per capita spending at 2% over the 2012-2017 period. Due to such growth players, both domestic and international rivals, implemented an aggressive series of market entries, resulting in an increasingly dynamic and diverse competitive environment.

Euromonitor International's Menswear in Asia Pacific global briefing offers an insight into to the size and shape of the apparel market, highlights buzz topics, emerging trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the clothing and footwear market - be they changes on the supply side, in channel dynamics, economic/ lifestyle /demographic influences or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Apparel, Footwear, Sportswear.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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